



# POWER DISTRICT REDEVELOPMENT PLAN UPDATE

PROJECT UPDATE

PERKINS+WILL 2013 JUNE 17

# **PUBLIC MEETING** **PRESENTATION**

# Power District Redevelopment Plan

You are Invited to  
A discussion on the vision for the  
Power District Redevelopment Plan

Neighborhood Workshop  
Wednesday, May 29th  
Depot Building @ 201 SE Depot Avenue  
6:00 PM to 7:00 PM

\*Parking map available at [www.gainesvillecra.com/map.html](http://www.gainesvillecra.com/map.html)



**POWER**  
DISTRICT

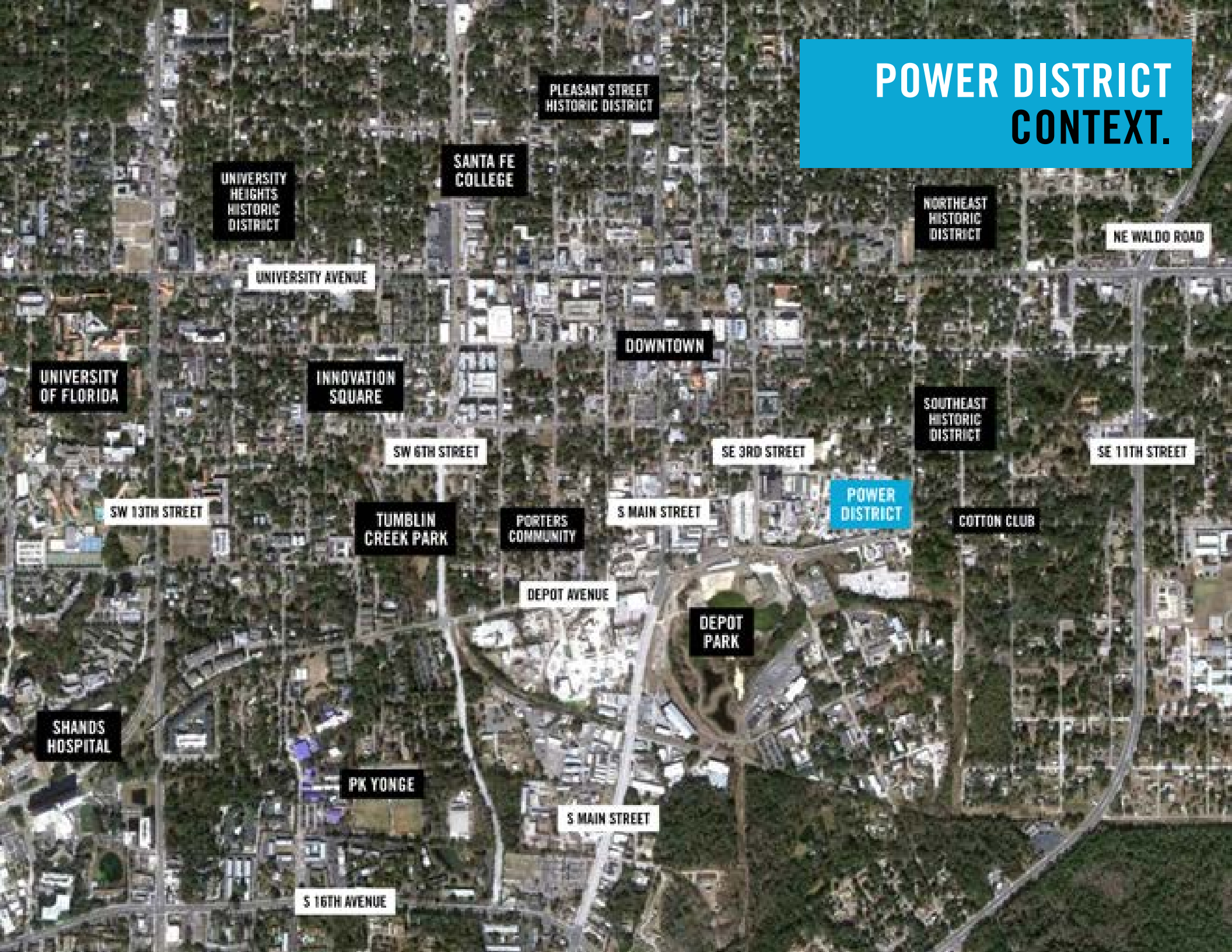
**Gainesville Community Redevelopment Agency**  
**352.334.2205**  
**[www.gainesvillecra.com](http://www.gainesvillecra.com)**

**WORK SESSION  
AGENDA.**

- 1) PROJECT INTRODUCTION**
- 2) PROJECT HISTORY**
- 3) WHAT'S HAPPENING NOW**
- 4) IMPRESSIONS OF THE SITE**
- 5) PLAN CONSIDERATIONS**
- 6) PLAN OPPORTUNITIES + CHARACTER**
- 7) PLAN LOGISTICS**

**POWERDISTRICT**

# POWER DISTRICT CONTEXT.



PLEASANT STREET  
HISTORIC DISTRICT

SANTA FE  
COLLEGE

UNIVERSITY  
HEIGHTS  
HISTORIC  
DISTRICT

NORTHEAST  
HISTORIC  
DISTRICT

NE WALDO ROAD

UNIVERSITY AVENUE

DOWNTOWN

UNIVERSITY  
OF FLORIDA

INNOVATION  
SQUARE

SOUTHEAST  
HISTORIC  
DISTRICT

SW 6TH STREET

SE 3RD STREET

SE 11TH STREET

SW 13TH STREET

TUMBLIN  
CREEK PARK

PORTERS  
COMMUNITY

S MAIN STREET

POWER  
DISTRICT

COTTON CLUB

DEPOT AVENUE

DEPOT  
PARK

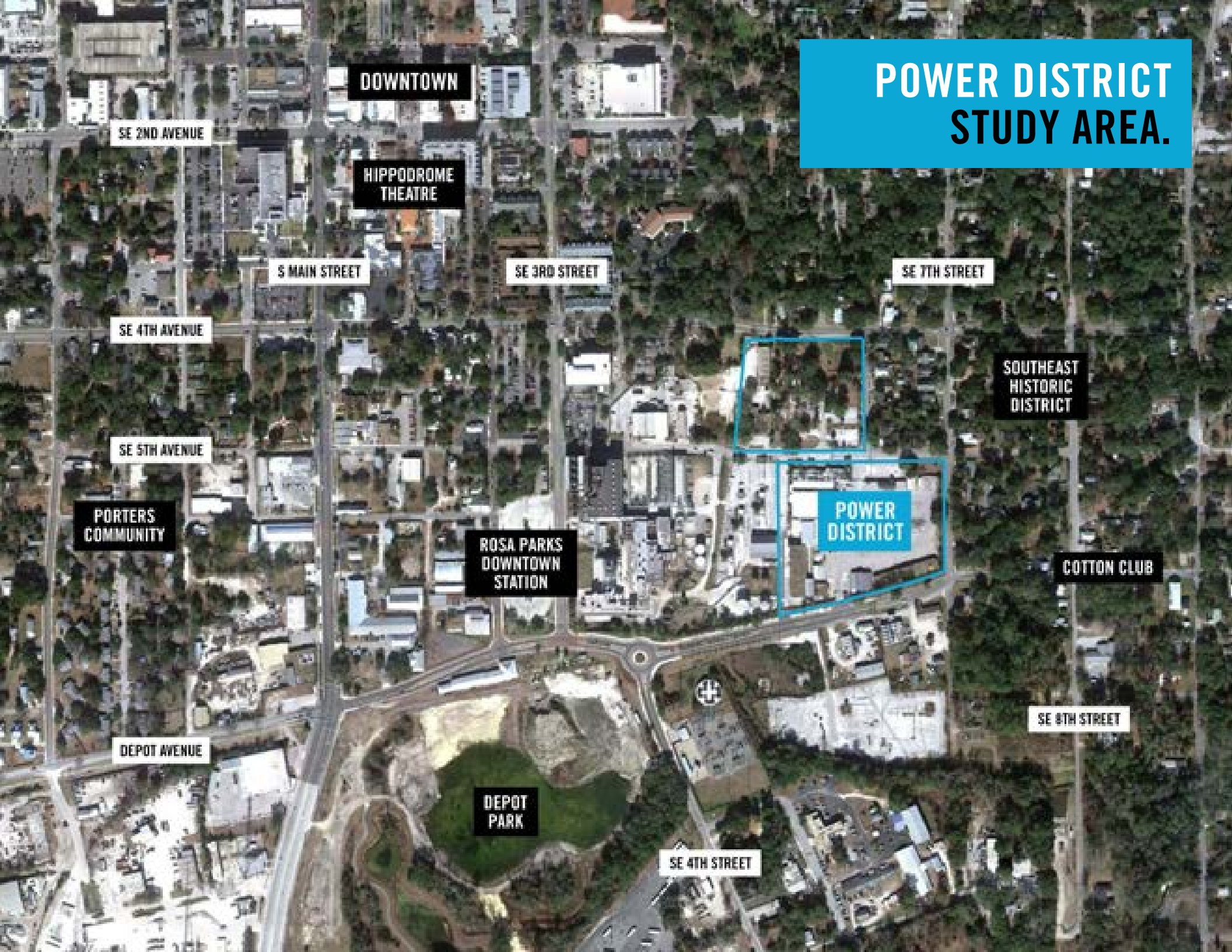
SHANDS  
HOSPITAL

PK YONGE

S MAIN STREET

S 16TH AVENUE

# POWER DISTRICT STUDY AREA.



DOWNTOWN

HIPPODROME  
THEATRE

SOUTHEAST  
HISTORIC  
DISTRICT

COTTON CLUB

POWER  
DISTRICT

ROSA PARKS  
DOWNTOWN  
STATION

DEPOT  
PARK

PORTERS  
COMMUNITY

SE 2ND AVENUE

S MAIN STREET

SE 3RD STREET

SE 7TH STREET

SE 4TH AVENUE

SE 5TH AVENUE

DEPOT AVENUE

SE 8TH STREET

SE 4TH STREET





# POWER DISTRICT STUDY AREA.

DOWNTOWN

SE 2ND AVENUE

SWEETWATER  
PARK

SE 3RD STREET

SE 4TH AVENUE

SE 7TH STREET

SE 5TH AVENUE

ROSA PARKS  
DOWNTOWN  
STATION

KELLY  
POWER PLANT

POWER  
DISTRICT

DEPOT AVENUE

DEPOT  
PARK



# PROJECT PROCESS.

# 1

## PROJECT INVESTIGATION + VISION

Establish a conceptual  
VISION and any BIG  
IDEAS for the project.

Define successful  
qualities, goals and  
objectives.

Create project roadmap.

# 2

## PROJECT UNDERSTANDING + DEVELOPMENT

Study previous plans,  
site conditions, site  
context and possible  
opportunities.

Develop site concepts,  
studies and planning  
strategies.

# 3

## PROJECT RECOMMENDATIONS + DOCUMENTATION

Develop final project  
recommendations based  
on vision and preferred  
site concepts plan.

Create Redevelopment  
Plan.

# PROJECT SCHEDULE.

**1**

## **PROJECT INVESTIGATION + VISION**

**WORKSHOP SERIES #1  
OCCURRED: MAY 30**

- 1) Project Planning Committee
- 2) Public Meeting

**2**

## **PROJECT UNDERSTANDING + DEVELOPMENT**

**WORKSHOP SERIES #2  
SCHEDULED: MID-JULY**

- 1) Project Planning Committee
- 2) Public Meeting

**3**

## **PROJECT RECOMMENDATIONS + DOCUMENTATION**

**FINAL PRESENTATIONS  
SCHEDULED: MID-AUGUST**

- 1) Project Planning Committee
- 2) Public Meeting
- 3) City Commission

# PROJECT HISTORY

# 2008 REDEVELOPMENT PLAN.

## PLAN GOALS

- 1) ESTABLISH A FUTURE PLAN FOR 16 ACRES OF THE KELLY POWER PLANT SITE (TO BE VACATED IN 2011)
- 2) REVIEW A STRATEGY FOR LONG-TERM DISTRICT REDEVELOPMENT



PLAN PRODUCED BY LORD AECK SARGENT

# 2008 REDEVELOPMENT PLAN.

STUDY AREA



MASTER PLAN



# 2008 REDEVELOPMENT PLAN.

ALLOWABLE HEIGHTS



CATALYST BUILDING



# 2008 REDEVELOPMENT PLAN.

## PLAN OUTCOMES

- 1) **PLAN COMPLETED IN THREE MONTHS +  
ENDORSED IN NOVEMBER 2008**
- 2) **MCRORIE COMMUNITY GARDEN  
OFFICIALLY RECOGNIZED BY THE CITY**
- 3) **DAYLIGHTING SWEETWATER BRANCH  
CREEK IDENTIFIED AS A CRITICAL ISSUE  
BY THE COMMUNITY**
- 4) **CATALYST BUILDING IDENTIFIED  
+ REDEVELOPMENT COMPLETE IN  
FEBRUARY 2013**









PRIORIA ROBOTICS  
CATALYST BUILDING

**WHAT'S  
HAPPENING NOW**

# REDEVELOPMENT PLAN UPDATE.

## WHY UPDATE

### 1) **WITHIN THE STUDY AREA, GRU HAS RELOCATED.**

VACANT PARCELS ARE AVAILABLE FOR NEAR TERM REDEVELOPMENT

### 2) **THE STUDY AREA BOUNDARY HAS CHANGED.**

REVISED STUDY AREA INCLUDES ONLY THE LAND NORTH OF DEPOT AVENUE

### 3) **THE SITE IS NOT A BLANK SLATE.**

EXISTING BUILDINGS PRESENT OPPORTUNITIES FOR ADAPTIVE REUSE

### 4) **THERE IS A RENEWED INTEREST IN THE SITE.**

ELABORATION OF THE ORIGINAL REDEVELOPMENT PLAN IS NEEDED

### 5) **THERE IS A BASIC NEED TO UPDATE.**

IN 5 YEARS, PROGRESS HAS OCCURED

**REDEVELOPMENT PLAN UPDATE.**

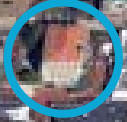
**UPDATING THE PLAN  
PRESENTS AN  
OPPORTUNITY TO EXPLORE  
WAYS THAT THE POWER  
DISTRICT MIGHT FURTHER  
BENEFIT THE COMMUNITY.**

# IMPRESSIONS OF THE SITE





**PROMIXITY  
TO DEPOT PARK, DOWNTOWN +  
THE RAILS TO TRAILS GREENWAYS**



**HIPPODROME  
THEATRE**



# THE DIVERSITY AROUND THE SITE



# THE DIVERSITY AROUND THE SITE



# THE POTENTIAL OF EXISTING BUILDINGS + INFRASTRUCTURE



# THE POTENTIAL OF EXISTING BUILDINGS + INFRASTRUCTURE



# SUCCESSFUL PLACES WITHIN THE SITE

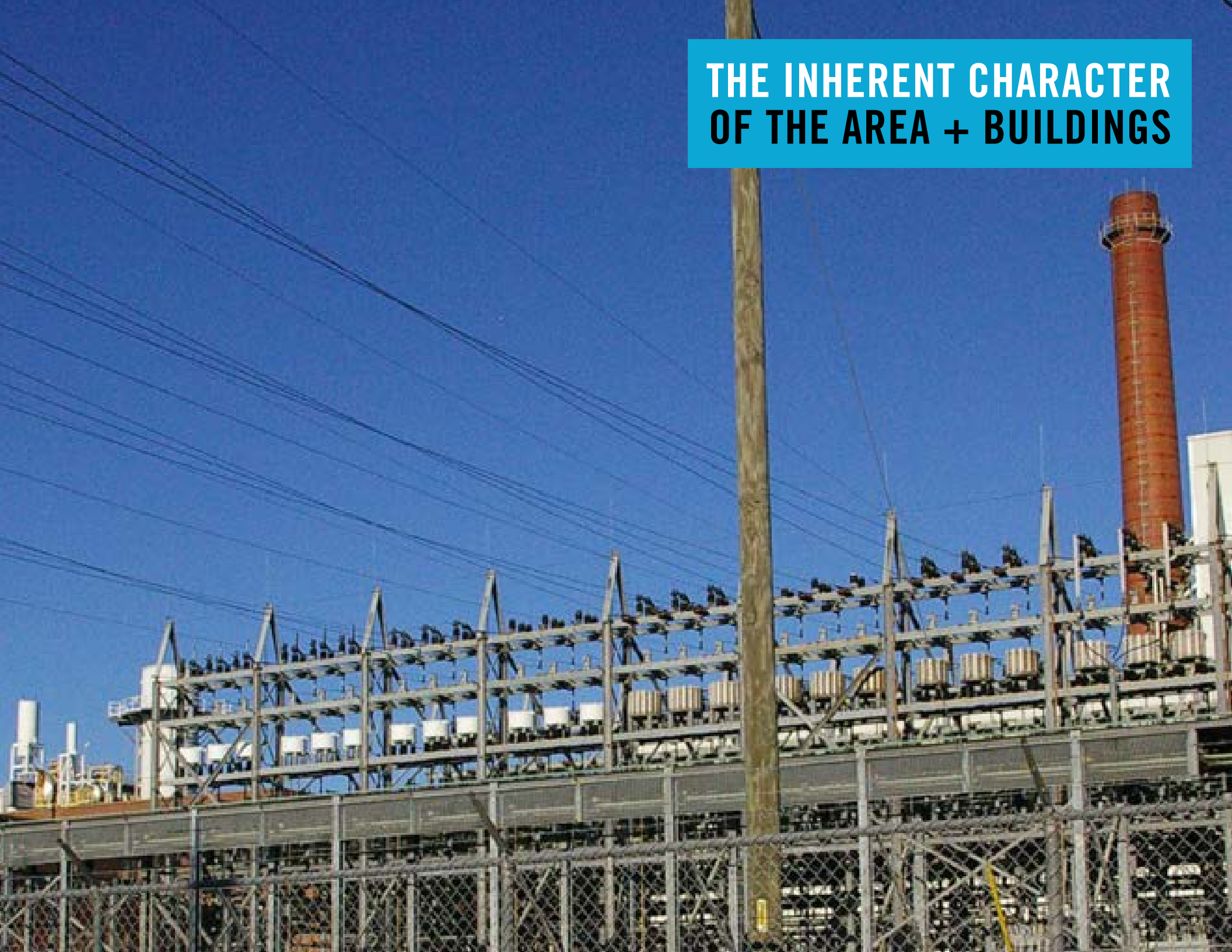




**SUCCESSFUL PLACES  
WITHIN THE SITE**



# THE INHERENT CHARACTER OF THE AREA + BUILDINGS





# THE INHERENT CHARACTER OF THE AREA + BUILDINGS



**THE INHERENT CHARACTER  
OF THE AREA + BUILDINGS**

GAINESVILLE  
REGIONAL UTILITIES SYSTEMS  
UTILITIES OPERATIONS CENTER

**PLAN**

**CONSIDERATIONS**





# POWER DISTRICT STUDY AREA.

**DOWNTOWN**

**SE 2ND AVENUE**

**SWEETWATER  
PARK**

**SE 3RD STREET**

**SE 4TH AVENUE**

**SE 7TH STREET**

**ROSA PARKS  
DOWNTOWN  
STATION**

**SE 5TH AVENUE**

**KELLY  
POWER PLANT**

**POWER  
DISTRICT**

**DEPOT AVENUE**

**DEPOT  
PARK**

# TRANSITIONING INTO THE NEIGHBORHOOD.

SE 2ND AVENUE

SWEETWATER  
PARK

SE 3RD STREET

SOUTHEAST  
HISTORIC DISTRICT

SE 5TH AVENUE

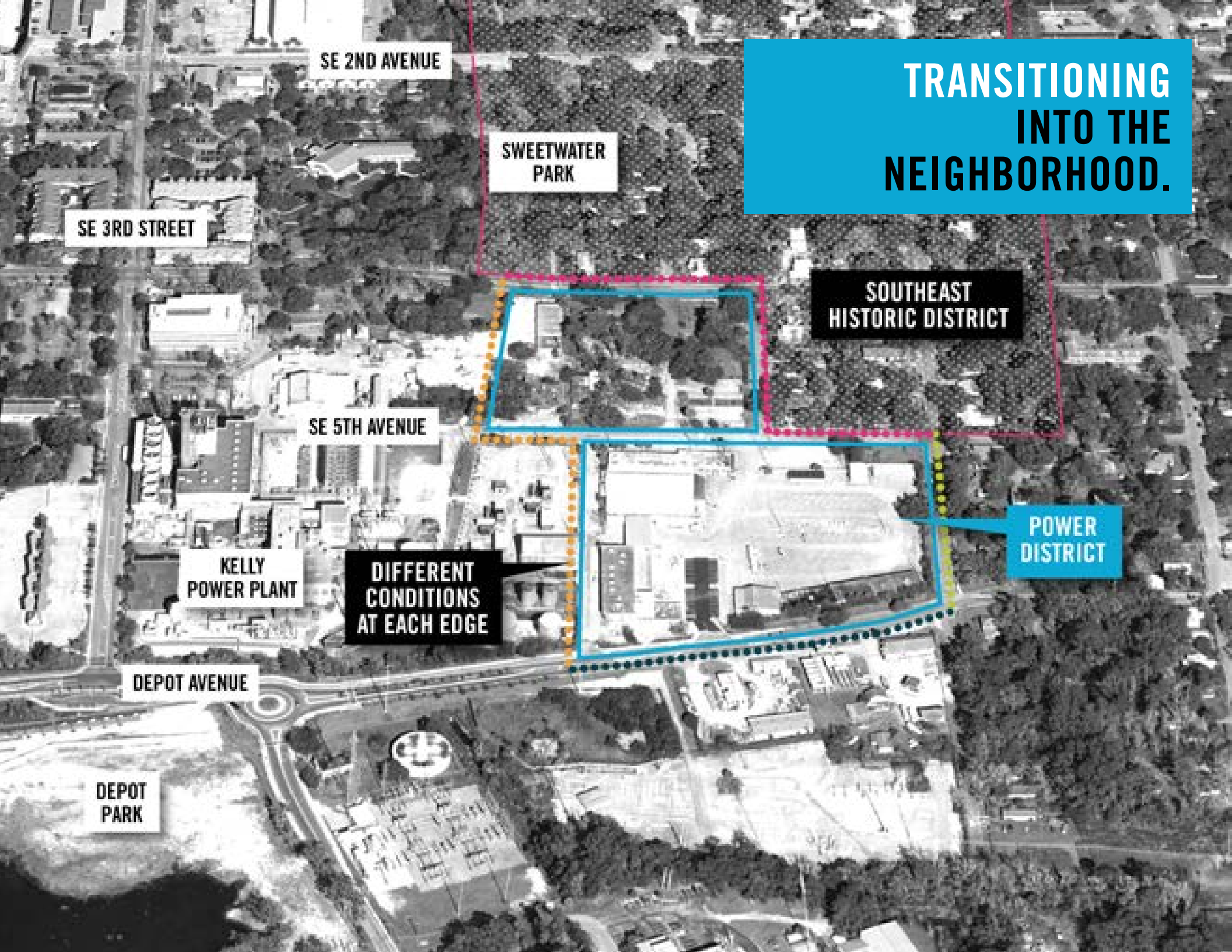
KELLY  
POWER PLANT

DIFFERENT  
CONDITIONS  
AT EACH EDGE

POWER  
DISTRICT

DEPOT AVENUE

DEPOT  
PARK



# PRESERVING THE MCRORIE COMMUNITY GARDEN.

SE 2ND AVENUE

SWEETWATER  
PARK

SE 3RD STREET

MCRORIE  
COMMUNITY GARDEN

SE 4TH AVENUE

SE 7TH STREET

SE 5TH AVENUE

KELLY  
POWER PLANT

POWER  
DISTRICT

DEPOT AVENUE

DEPOT  
PARK



# STUDY DAYLIGHTING SWEETWATER BRANCH CREEK.

SE 2ND AVENUE

SWEETWATER PARK  
(CONTINUES TO  
MATHESON HOUSE)

SE 3RD STREET

CREEK PIPED  
UNDERGROUND

SE 4TH AVENUE

SE 5TH AVENUE

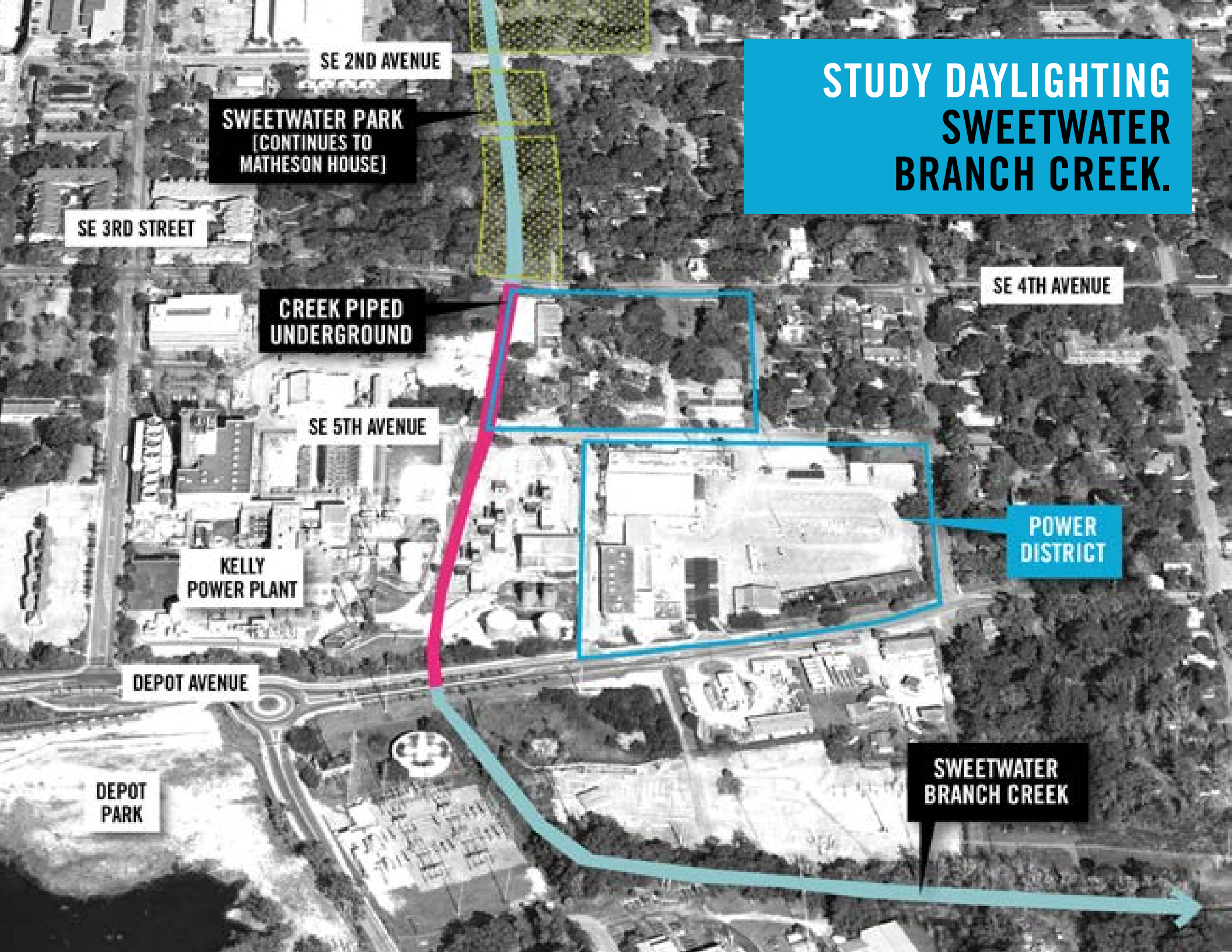
KELLY  
POWER PLANT

POWER  
DISTRICT

DEPOT AVENUE

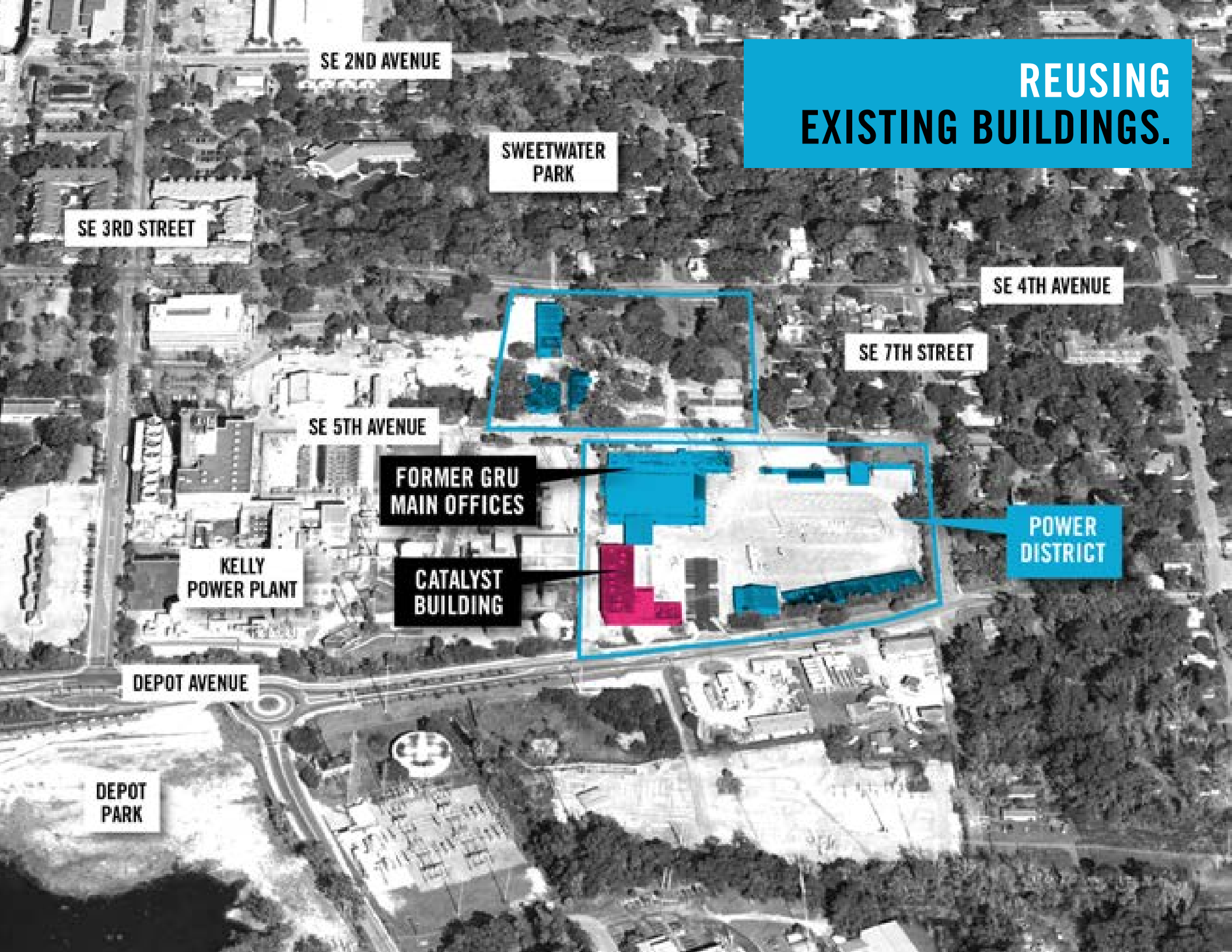
DEPOT  
PARK

SWEETWATER  
BRANCH CREEK





# REUSING EXISTING BUILDINGS.



SE 2ND AVENUE

SWEETWATER  
PARK

SE 3RD STREET

SE 4TH AVENUE

SE 7TH STREET

SE 5TH AVENUE

FORMER GRU  
MAIN OFFICES

POWER  
DISTRICT

KELLY  
POWER PLANT

CATALYST  
BUILDING

DEPOT AVENUE

DEPOT  
PARK

# CONNECTING TO DEPOT PARK + BEYOND.

SE 2ND AVENUE

SWEETWATER  
PARK

SE 3RD STREET

CONNECTION  
TO DOWNTOWN

5TH AVENUE  
CONNECTION

SE 4TH AVENUE

SE 7TH STREET

SE 5TH AVENUE

WALDO TRAIL  
GREENWAY /  
DEPOT AVENUE  
RAIL TRAIL

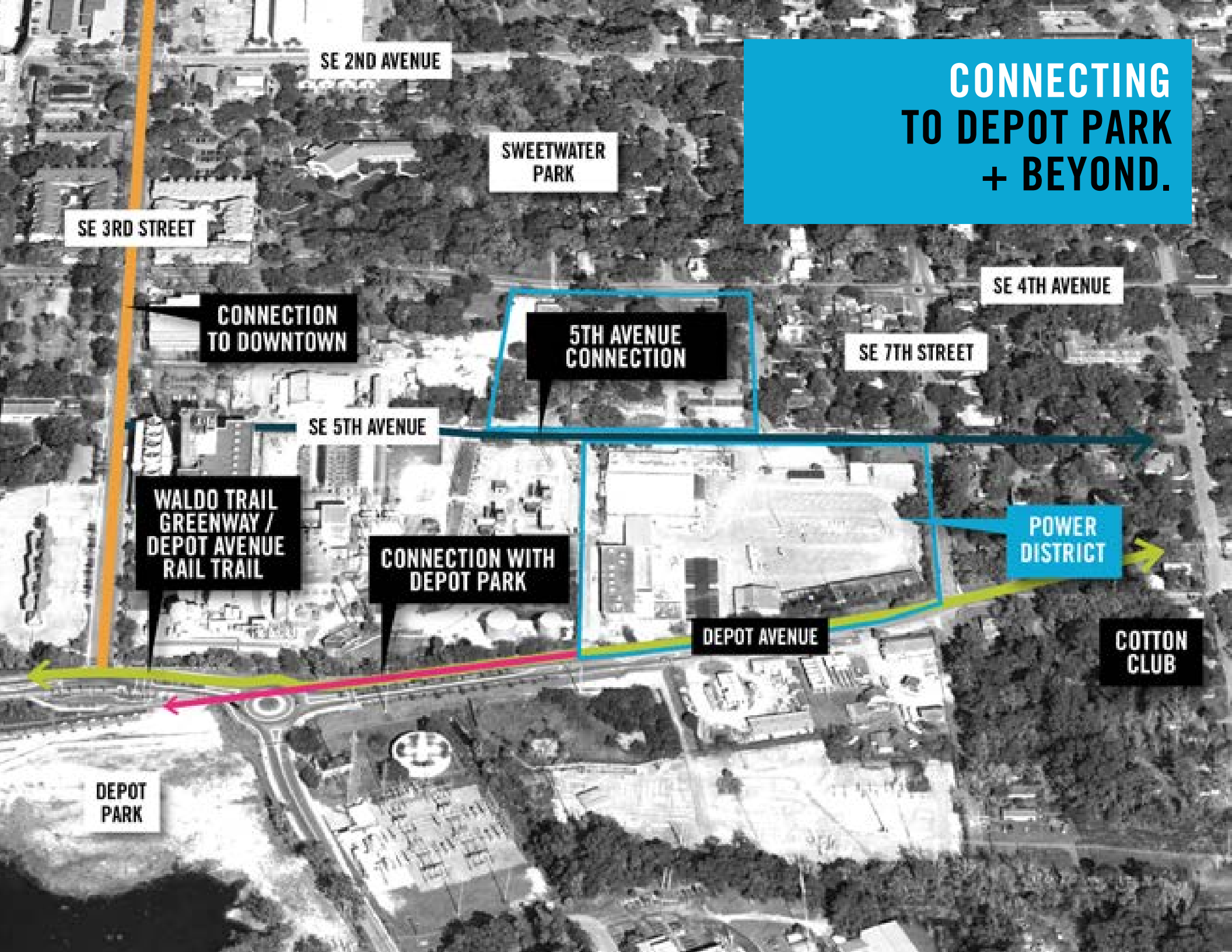
CONNECTION WITH  
DEPOT PARK

POWER  
DISTRICT

DEPOT AVENUE

COTTON  
CLUB

DEPOT  
PARK



**PLAN**

**OPPORTUNITIES**

**+ CHARACTER**

## PLAN OPPORTUNITIES

### KEYS TO REPURPOSING INDUSTRIAL PLACES

- 1) **SENSITIVE + UNAPOLOGETIC = UNIQUE**
- 2) **OPEN TO THE PUBLIC**
- 3) **ENGAGE THE COMMUNITY**
- 4) **MAKE A DESTINATION**
- 5) **CROSS-PROGRAM SPACES + BUILDINGS**
- 6) **HIGHLIGHT THE PAST + CONTRAST**
- 7) **MAKE IT ADVENTUROUS + FUN.**

**KEEP PORTLAND WEIRD**



# LEVERAGING THE PAST TO MAKE SOMEPLACE UNIQUE.











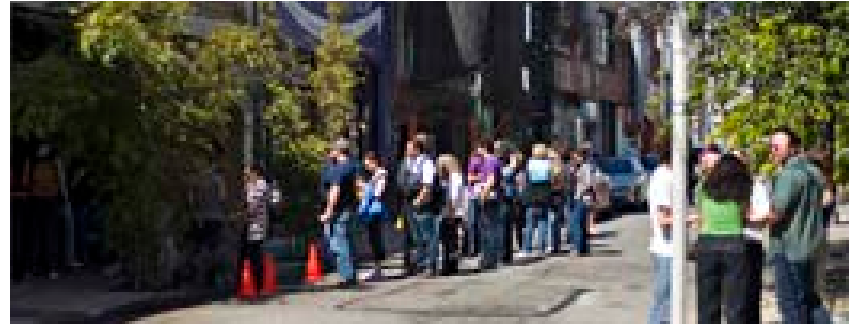








# LEVERAGING THE SITE'S INHERENT OPPORTUNITIES TO TAKE ADVANTAGE OF UNUSUAL CIRCUMSTANCES.



























Ritch Street  
© 2013 Google  
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# POWER DISTRICT REDEVELOPMENT PLAN UPDATE

VISIONING WORK SESSION  
2013 MAY 29

## WHAT IS YOUR VISION FOR THE POWER DISTRICT?

A vibrant, urban place.  
Active, connecting east + downtown.  
Cities are for People.

## PLAN CONSIDERATIONS

- 1 TRANSITIONING into the Neighborhood. YES/ Appropriately
- 2 PRESERVING the McRorie Community Garden. yes
- 3 Investigation of DAYLIGHTING Sweetwater Creek. Yes
- 4 REUSING Existing Buildings. Some - As appropriate
- 5 CONNECTING to Depot Park + Beyond. YES.
- 6 Connecting to the east via depot ave/7<sup>th</sup> ave and <sup>new</sup> to Depot
- 7

## PLAN OPPORTUNITIES + CHARACTER

- 1 Creating something unique.
- 2 Building on the site's inherent character.
- 3 Taking advantage of the site's usual circumstances.
- 4
- 5



PERKINS+WILL

# POWER DISTRICT REDEVELOPMENT PLAN UPDATE

VISIONING WORK SESSION  
2013 MAY 29

## WHAT IS YOUR VISION FOR THE POWER DISTRICT?

- Co-housing project
- Public space w/ shaded areas (benches!)
- hub of bike path from campus to PD area
- walking, biking, exercise, rollerblading
- concessional food space
- multi-use cultural space
- see vertical gardens
- (e.g. Zurich)

## PLAN CONSIDERATIONS

- 1 TRANSITIONING into the Neighborhood. - see vertical gardens
- 2 PRESERVING the McRorie Community Garden. (e.g. Zurich)
- 3 Investigation of DAYLIGHTING Sweetwater Creek.
- 4 REUSING Existing Buildings. - think about
- 5 CONNECTING to Depot Park + Beyond. connection to
- 6 downtown/
- 7 cannot be
- 8 isolated

## PLAN OPPORTUNITIES + CHARACTER

- 1 Creating something unique. - conservation area
- 2 Building on the site's inherent character. (garden/creek)
- 3 Taking advantage of the site's usual circumstances. - vertical gardens/
- 4 e.g. Zurich,
- 5 Switzerland

# **PUBLIC MEETING** RESPONSES



**JUNE 30TH WORK SESSION  
RESPONSES.**

**1) DISTRICT OPPORTUNITES**

**2) DISTRICT USES**

**3) DISTRICT CONNECTIONS**

**4) DISTRICT INTERFACE**

# **DISTRICT OPPORTUNITIES**

## **1) LEVERAGING THE INDUSTRIAL CHARACTER**

- Interest in creating a distinct district
- Interest in highlighting the Power Plant, special lighting as an example
- Little 5 Points in Atlanta cited as an example

## **2) SWEETWATER BRANCH CREEK**

- Continued interest in daylighting the creek and extending the Sweetwater Park south into the district
- Interest in locating public spaces + amenities near the Creek
- Creek noted as a Civil War battlefield site

## **3) SUSTAINABLE PRINCIPLES**

- Interest in district as a demonstration project, reinforced by educational programs, signage + other methods

# **DISTRICT USES**

## **NEW AND EXPANDED USES FOR THE DISTRICT**

### **SUGGESTIONS**

- Occupiable space for community and locally owned businesses
- Educational space for community use, possibly related to the Power Plant or scientific in nature
- Expansion of the McRorie Community Garden
- Integration of a community orchard
- Hardscape plaza space for large community events
- Community tree house
- Vertical gardens
- Children play area with an interactive water feature
- Accessible parking

# **DISTRICT CONNECTIONS**

## **CONNECTIONS TO AND FROM THE DISTRICT**

### **SUGGESTIONS**

- Connectivity through the District - reinforcing the street grid
- Clearly connecting Depot Park to the District
- Utilizing the site as a hub for biking from the UF Main Campus and Downtown to the Paynes Prairie Preserve
- Reinforcing the connection to Downtown, focusing on the pedestrian experience and making the walk more comfortable and interesting

# **DISTRICT INTERFACE**

**INTERFACE BETWEEN THE DISTRICT AND ADJACENT RESIDENTIAL  
AREAS** [Specifically the Southeast Historic District]

## **SUGGESTIONS**

- Utilizing a transition zone
- Decreasing parcel size along the district edges



**WHAT'S NEXT**

**WHAT'S NEXT**  
**PROJECT DIRECTION.**

- 1) INVESTIGATION OF THE LARGER  
POWER DISTRICT REDEVELOPMENT  
AREA**
- 2) ADVANCING THE 2008  
REDEVELOPMENT PLAN AT THE  
CORE AREA OF THE DISTRICT**

# WHAT'S NEXT PROJECT SCHEDULE.

# 1

## PROJECT INVESTIGATION + VISION

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# 3

## PROJECT RECOMMENDATIONS + DOCUMENTATION

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